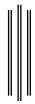
# A STUDY ON "PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"



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A Thesis
Submited to
The Office of the Dean
Faculty of Management
Tribhuvan University



In partial fulfillment for the Requirement in Master's Degree in Business Studies (M.B.S)

Birgunj Sep,2010

#### **RECOMMENDATION**

# This is to certify that thesis Submitted by: Surendra prasad kushwaha

Entitled
"A STUDY ON PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"

Has been prepared and approved by this department in the prescribed format Faculty of Management.

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#### **DECLARATION**

I hereby declare that the work reported in this thesis entitled "A Study on Pepsi Consumer Behaviour in Birgunj" submitted to the office of Dean, Faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of partial fulfillment of the Master's degree in business Studies (MBS) under the Guidance and supervision of Dr. Deepak Shakaya, Thakur Ram Multiple Campus Birgunj, Parsa.

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#### **ABBREVIATIONS**

GM -General Manager

Mkt. -Marketing

Asst. -Assistant

Pvt.Ltd. -Private Limited

EPS - Extended Problem Solving

LPS -Limited Problem Solving

RPS -Routine Problem Solving

T.V. -Television

No. -Number

GNP. -Gross National Product

SLC -School Leaving Certificate

Int -Intermediate

d.f. -Degree of freedom

Wei No. -Weighted Number

F.M. -Frequency Modulation

Res -Respondents

Bus -Business

Stu -Student

Ser -Service

Wei -Weighted

R.Shop -Retail Shop

UTC -under the crown

CEO -Chief of Executive Officer

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